

Robert Bava

Senior UX/Product Designer

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Professional Summary

With nearly two decades of product design experience, I have launched redesigns for major banks, designed apps for broadcasting giants, and developed video games that have brought joy to thousands of people. I am deeply curious about how the world works and have built my career around solving problems.

Professional Experience

Scotiabank

Senior UX/Product Designer - *Toronto, Ontario | Dec 2016 - May 2026*

- Led a team of designers for the redesign and UX overhaul of the retail Scotiabank website while overseeing the adoption of a new content management system (Adobe Experience Manager).
- Introduced the concept of design systems and standard UX procedures for all major redesigns including Scotiabank.com, Wealth Management, Small Business and Healthcare+.
- Worked diligently to break the status-quo of siloed team structures by bringing stakeholders, design, development, QA and data analytics together for feedback sessions and design update briefs.
- Experimented with interactive experiences via the creation of a short educational video game about how people spend and save money.
- Designed and built a prototype interactive experience seen in downtown Toronto's path network.

Corus Entertainment

Lead UX / Mobile Designer - *Toronto, Ontario | Mar 2010 - Dec 2016*

- Led the redesign and UX overhaul of the GlobalTV iOS and Android apps which resulted in an increase in customer engagement and ratings, raising the average rating from 2 to 5 in a few weeks.
- Led redesigns for GlobalTV, Global News, History, Food Network and Showcase websites.
- Built an interactive game and historical map microsite for the tv show "The Vikings".

Hewlett-Packard

Web Designer & Developer - *Mississauga, Ontario | Aug 2007 - Feb 2010*

- Established an in-house agency dedicated to the design and development of new product launches with the brand-new HP Touchsmart as our inaugural project.

Skills & Notable Experiences

- **Software** – Figma, Adobe Creative Suite, Sketch, Adobe Experience Manager, Wordpress, Webflow, Trello, Miro, Unity, Blender, Unreal Engine, Godot, Visual Studio.
- **Methods** – Design thinking, User Testing & Interviews, Journey mapping, User flows, Personas, Information architecture, Card sorting, Agile workflows, Design systems.
- **Volunteer** – Raised over \$100,000 for cancer research for the Princess Margaret Hospital via participation of 5 Ride to Conquer Cancer bike rides to Niagara Falls.

Education

Digital Media Arts Diploma with Honours – Seneca @ York – Toronto, Ontario – 2004-2006